



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/31 thru 09/06

(prices in dollars per carton)

Fri. Aug 31, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		31.0% of 17,000 stores				38.1% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			10	1.29			720	1.23			50	0.89
	White 18 pack			230	2.18					90	1.50		
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			330	1.00	190	1.09	1,030	1.01	40	0.88	360	0.86
SPECIALTY	White 18 pack			580	1.99			430	1.80			940	1.17
	Brown 12 pack			210	1.50							210	0.96
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	400	3.97	900	3.67	10	4.00	240	2.74	210	4.00	400	3.59
	OMEGA-3												
	White 12 pack			1,370	2.35	370	3.05	1,350	2.54	200	2.50	1,290	2.13
	Brown 12 pack			310	3.50			640	2.50				
	CAGE-FREE												
	White 12 pack			200	2.00			60	1.88			20	2.50
	Brown 12 pack	320	2.67	870	2.64	210	2.50	1,010	2.62			590	2.64

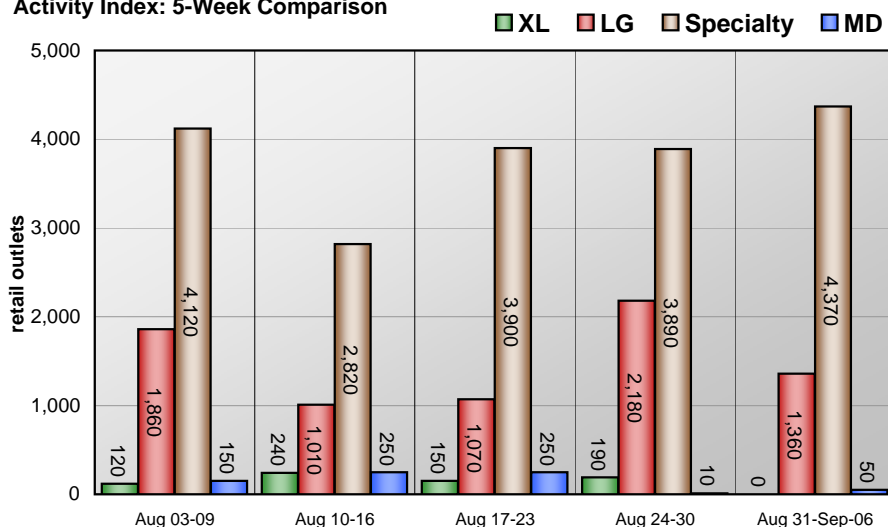
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,360	2,370	1,690	Large Eggs on
Specialty	4,370	3,890	2,710	Aug-27-2007
Total (includes MD)	5,780	6,270	4,680	339.6
Special Rate 4/:	15.7%	10.6%	12.9%	down 9%

5/: 1,000's of 30-doz cases

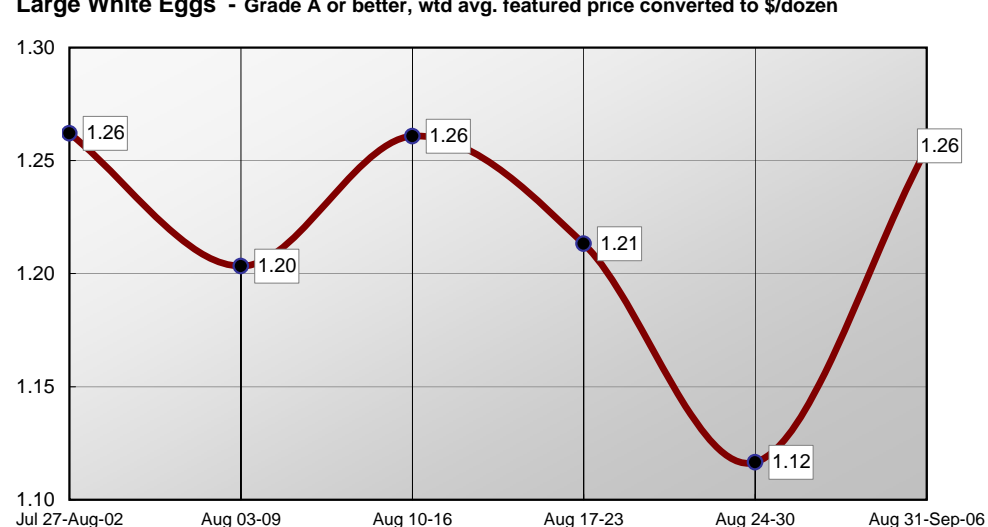
## SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is 43% less than a week ago as retailers utilize ad space on Labor Day related items. Last year's activity is also higher than this weeks. The weighted average price of Grade A or better Large white eggs offered to consumers jumped sharply although store volume declined. There is a significant increase in "buy 1, get 1 free" or "free eggs w/purchase or coupon" promotions this cycle. Specialty shell egg ads are higher than those observed last week and a year ago. Omega-3 white eggs are still heavily promoted. In the egg products sector, liquid egg promotions are up 32%. The average price of 3-4 oz. cups declined, but increased in store volume. 14-16 oz. and 32 oz. carton average prices are significantly higher.

## Activity Index: 5-Week Comparison



## Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		41.2% of 3,800 sampled outlets Activity Index = 2,870 (includes Medium)						21.5% of 4,700 sampled outlets Activity Index = 980 (includes Medium)						16.9% of 2,900 sampled outlets Activity Index = 600 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.29	10	1.29												
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack				0.69 - 1.50	140	1.12				0.69 - 1.00	70	0.82				0.69 - 1.29	110	0.94
	White 18 pack				1.69 - 2.50	330	2.05				1.69	10	1.69				1.50 - 1.99	230	1.93
S P E C I A L T Y	Brown 12 pack				1.50	210	1.50												
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.88	20	0.88
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.00	390	4.00	2.99 - 4.00	590	3.80							2.89	10	2.89	2.49 - 3.59	20	2.78
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				2.50	200	2.50				2.00	900	2.00						
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																2.00	200	2.00
	Brown 12 pack	2.49 - 2.90	320	2.67	2.29 - 3.49	680	2.83										2.00	10	2.00
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		17.4% of 2,700 sampled outlets Activity Index = 230 (includes Medium)						58.5% of 1,900 sampled outlets Activity Index = 540 (includes Medium)						63.8% of 1,000 sampled outlets Activity Index = 560 (includes Medium)					
USDA GRADE AA	White 12 pack										2.00 - 2.50	230	2.18						
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack			0.79	20	0.79	White 12 pack						White 12 pack			0.79	10	0.79
	White 12 pack				0.99	10	0.99												
	White 18 pack				1.50	10	1.50												
S P E C I A L T Y	Brown 12 pack							White 12 pack						White 12 pack					
	MEDIUM	White 12 pack						White 30 pack						White 30 pack					
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.76 - 3.59	80	3.39										3.49	210	3.49
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				1.48 - 3.49	60	3.03										3.49	210	3.49
	Brown 12 pack										3.50	310	3.50						
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.78 - 2.00	50	1.94										1.99 - 2.00	130	1.99

Note: See page 1 for explanatory notes.

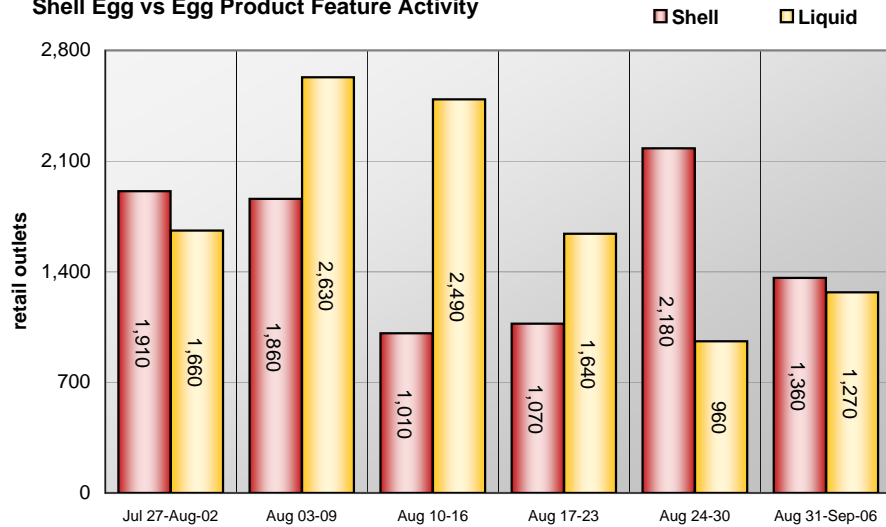


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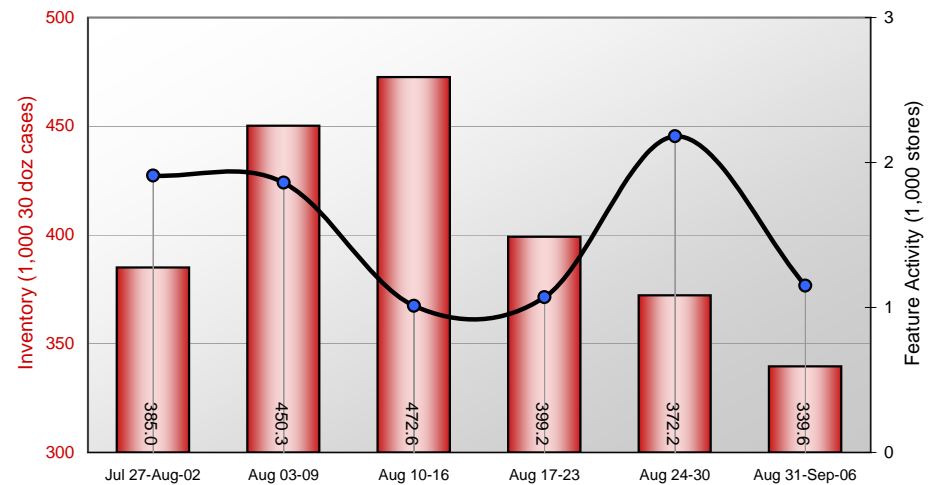
Fri. Aug 31, 2007

EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	3.7%	6.0%	10.4% of 3,800 sampled		0.3% of 4,700 sampled		3.8% of 2,900 sampled		0.0% of 2,700 sampled		5.2% of 1,900 sampled		0.8% of 1,000 sampled	
2/ Activity Index	1,270	960	Activity Index = 1,040		Activity Index = 10		Activity Index = 110		Activity Index = 0		Activity Index = 100		Activity Index = 10	
	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. carton	250 2.32	640 1.98	2.00 - 2.79	250 2.32										
32 oz. carton	660 4.18	50 3.56	3.50 - 4.79	430 4.14	4.50	10 4.50	4.50	110 4.50			3.99	100 3.99	3.99	10 3.99
3 - 4 oz. cups	360 2.02	270 3.12	1.50 - 2.50	360 2.02										
2 - 8 oz. cups														

**Shell Egg vs Egg Product Feature Activity**



**Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)**



Note: See page 1 for explanatory notes.